Philip Morris U.S.A.
120 Park Avenue
New York, NY 10017

DM27

CORPORATE DIRECT/GRANDFA. 4D STICKER MAILING

OUTER ENVELOPE, LETTER W/SURVEY & BRC

U.S. POSTAGE
PAID
PERMIT NO 11
HEBRON OH

9999[9]09999999999
Sample A. Samples
123 Any Street
Anytown US 99999-9999

Your response is needed to maintain preferred smoker status.

2061036049

2061036049

Source: https://www.industrydocuments.ucsf.edu/docs/xykp0003

PHILIP MORRIS

[illegible]
Sample A. Sample
123 Any Street
Anytown, US 00000-0000

Dear Smoker:

At Philip Morris, it's our policy to make sure everyone on our preferred smoker mailing list has chosen to receive the money-saving valuable coupons and other exclusive special offers that we send.

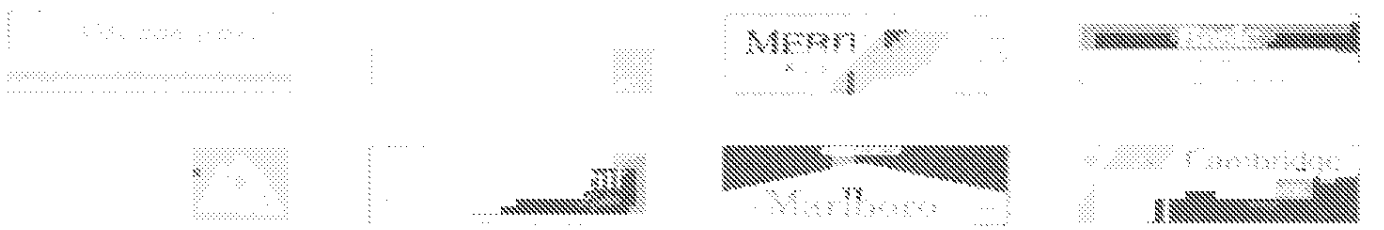
So, if you are a smoker 21 years of age or older who wishes to maintain your eligibility to receive coupons by mail, you must sign the enclosed survey and return it to us immediately.

By reading and filling out the survey, you'll reconfirm your interest in continuing on our preferred smoker mailing list. Being part of this exclusive list gives you membership in special preferred smoker programs, including opportunities for exclusive savings, promotions and branded merchandise items from your favorite Philip Morris brands.

To remain eligible, you must send us your signed survey. If we don't receive your reply by [illegible], we will remove your name from our mailing list, making you ineligible to receive future coupons and other preferred smoker values.

Sincerely,
Philip Morris U.S.A.

2061036050



SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight

Source: https://www.industrydocuments.ucsf.edu/docs/xykp0003

[illegible]

☐ *Yes! I want to maintain my eligibility for future coupons and special offers.*

[illegible]

Signature X ______________________________

[illegible]

Sample A. Sample
123 Any Street
Anytown, US [illegible]

1. What is your regular brand of cigarettes — that is, the brand you smoke most often?

____
(Brand)

2. Is your regular brand... (Check one)
   - ☐ Regular/King Size
   - ☐ 100's
   - ☐ 120's

3. Is your regular brand... (Check one)
   - ☐ Full Flavor
   - ☐ Medium
   - ☐ Light/Mild
   - ☐ Ultra/Extra Light
   - ☐ Lowest/Ultra Tar

4. Is your regular brand...? (Check one)
   - ☐ Menthol
   - ☐ Non-Menthol

5. Got a friend, 21 years of age or older who smokes, that would enjoy preferred smoker values? Let us know here.

____
Name

( ) ______________________________
Area Code Phone Number

6. Which of the following best describes you? (Check one)
   - ☐ White
   - ☐ African American
   - ☐ Asian
   - ☐ Hispanic
   - ☐ American Indian
   - ☐ Other

2061036052

Source: https://www.industrydocuments.ucsf.edu/docs/xykp0003

2061036053

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